

July, 1959

the Canadian

# Reactor



MANITOBA FEATURE

page 4



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★ "It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.

## EDITORIAL —

# SLUM CLEARANCE A MUST

Throughout history, science has probed the earth's thin crust, looking for evidence of by-gone eras. In Syria recently, Archaeologists have uncovered a village 2,000 years old. This, in itself is not startling. We note with interest, however, that deeper probing revealed the latest village was built over seven successive communities, dating back a further 1,000 years.

★ The question arises—why did the inhabitants bother with this leveling? Why did they not pull up stakes, move a few miles away and start a completely new community?

★ The answer is simple. The reasons for the first village being there, were determined by water and fuel proximity, topographical choice and that there must have been some sort of highway over which people could communicate with other settlements.

★ Modern Cities have these same problems. The time has definitely arrived for serious study of slum clearance and redevelopment in all our high density, urban areas. The sooner Town Councillors awaken to this fact, the sooner the areas under their jurisdiction will become less debt ridden ... more prosperous.

★ In order that this process be speeded, proponents of Slum Clearance should band together and exert all possible pressures upon their Municipal, Provincial and Federal levels of Government.

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# the changing face of twentieth century canada

By WES MITCHELL

## MANITOBA



Soaring over the pulsating heart of Manitoba is the symbol of this mighty Province. Balanced on one mighty leg and with the deep and tranquil assurance of youth—Hermes . . . the golden boy . . . god of Greek mythology gazes north—peering into vast distances. In one arm a sheath of wheat nestles, the other holds aloft a flaming torch . . . a call to youth . . . a mute invitation to follow and exploit; to reap and gather the fruits.

Hermes stands ever restless, straining at the shackles, atop Manitoba's Legislative Buildings which overlook the Mall in downtown Winnipeg.

The work of the French sculptor Charles Gardet, the boy was cast at the Barbidiennne Foundry. During World War II the factory was destroyed by German aircraft, but Hermes emerged unharmed. It was rushed to a seaport, loaded onto a freighter, then once again fate interceded to make its flight to Canada difficult. Soon taken . . .

native Manitoba Limestone, the lovely edifice reflects the clean dignity of the Province. The limestone itself never fails to impress the visitor, for liberally imbedded, lies millions of tiny fossils.

Built at a cost of \$9.5 millions, its appraised value exceeds \$25 millions today.

Any visitor who has wandered through its majestic halls, or stood for a few moments at the foot of the Italian marbled grand staircase, guarded by two benevolent bison, cannot but feel the grandeur of the place.

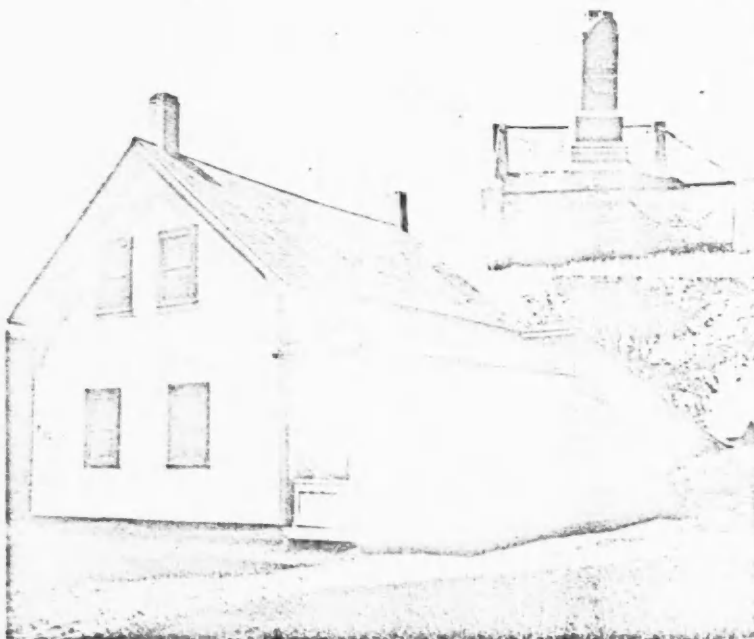
Modern Manitobians have much to



be proud of. Their friendliness, warmth and drive has appealed to immigrants and industry alike.

Statistics, carefully compiled by various governmental departments indicate this.

The Province of Manitoba, unlike any of the other western Provinces



LOUIS REIL (1844-85) The voice of an inarticulate race . . . the prophet of "doomed cause". He was the leader of the Red River Uprising 1869-70. Although his leadership of the Metis people and many sympathizers was ill-fated (he was hanged nevertheless, it was largely through the rebellion that Manitoba attained Provincial status and that the Northwestern Prairies were preserved for Canada.

28  
30  
13  
State Penitentiary  
not from state and  
to be sent to prison



has only two principal cities. But, these have shown remarkable strides in the past decade. Brandon, some 135 miles West from Winnipeg, with a population of 27,000, shows a population increase of 19 per cent (1951-56). The City's big sister Winnipeg also shows an increase of 16 per cent which is one percent over national average. Greater Winnipeg now has a population of some 427,000.

All this means, that since 1871 with its population of 25,228, until 1959 with a total population of 925,000 the Province is rapidly equipping itself to handle anything that comes along.

It floors most people to realize that Manitoba is a maritime Province (Port of Churchill). In fact, speaking nationally, only Saskatchewan and Alberta are now sans seaport facilities.

Winnipeg, which is called the gateway to the golden west, or more jocularly, "the buckle on the belt of Canada", lies strategically placed, smack in the path of Canada's Western Industrial movement. To expedite the Province's earnest and vigorous bid for industrial recognition, the government and prominent businessmen in the Province are offering loans, at moderate interest rates, to any industry, commercial, fishing or tourist firm which wishes to establish in the Province. (See June Realtor.)

Since 1952, some 160 secondary industries have been attracted to Greater Winnipeg alone. These include, Canadian Cannery, Christie Brown, Kimberley Clark, Moore Business Forms, Sealy and Regal mattress companies, International Harvester and many other prominent Canadian and International businesses.

Within ten years, these figures are optimistically charted for double that amount.

## TO THE VISIONARY

Up in Manitoba's north country one finds surface and sub-surface strata



Flying Realtors survey Red River watershed near St. Boniface.

similar to that of Northern Ontario . . . bush . . . muskeg . . . hundreds of lakes and loaded with mineral.

At present, the north half of the province is sans roads. The only access to the North is by boat, following the Lake Winnipeg watershed system, or by C.N.R. which runs North-East to Churchill.

The Provincial Department of highways have prepared a plan, which, if it receives Federal Government support of a 50-50 basis, will see a first class road pushed north from Gypsumville, to the top end of Lake

water facilities, the remainder have to resort to primitive means of disposal. This created enough health hazards to force a survey by Provincial Authorities. The engineer's report claimed that it would not be feasible to plot a sewage system in the town's present location.

From all accounts, the only recommendation suggested relocating the townsite to a gravel ridge some five miles away, where proper installations could be effected. At present, muskeg and perma frost discourage any such attempts in the present site.



LOWER FORT GARRY built in 1831 on order by Sir George Simpson, Hudson's Bay Company Governor. It was, for a short period, the seat of government. No hostile shot was ever fired on or from this fortress.

Winnipeg, thence north-east to Wekusko on the C.N.R., thence Easterly to the Ontario Border. This 500 miles of road will open thousands of square miles of mineral-rich country which is in the general mineral belt of Ontario's God's Lake and Red Lake.

## HUDSON BAY

Further North, at Churchill, Federal and Provincial Authorities are having trouble locating a suitable township to handle the inevitable growth of the Seaport, which cuts off a thousand miles of grain shipping to the British Isles, from that which is experienced if grain is exported via the Lakehead.

The Seaport, which is open for shipping about four months of the year, now has a population of some 1400.

Of some 300 buildings only the two hotels and a few governmental and military buildings have sewage and

## PANDORA'S BOX

The City of Winnipeg feeling the pains of expansion, has long indicated they wished to form a metropolitan government similar to that in operation in Toronto. Some, like Winnipeg's Mayor Juba, wish to go further and make Winnipeg and its suburbs into one City.

Winnipeg is surrounded by St. James, East Kildonan and St. Boniface plus other municipalities, some of whom are reluctant to lose their autonomy.

In order that some plan be instituted, the Greater Winnipeg Investigating Commission conducted a lengthy study. Their recommendations suggested that the Metropolitan System be formed, but that this new administration be given only the power to control major public services and financing. In secondary matters, the municipalities would remain as before.

## ▼ 19th CENTURY



19th. CENTURY: Winnipeg's Portage & Main in 1877. Altho scaled photo is indistinct, figures are seen sporting Bowler hats and mutton-chop beards. (Both coming back?)



19th. CENTURY: This log cabin, built by early Ukrainian settlers circa 1850. Many still stand near modern farm houses.



19th. CENTURY: The famous York boat, manned by early traders. Journeys from Hudson Bay to the Mississippi or Missouri were possible.

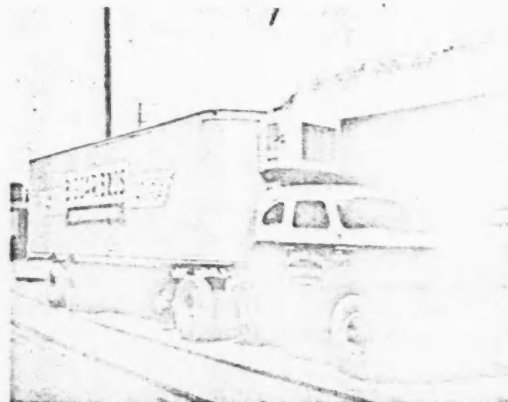
## 20th CENTURY ▼



20th. CENTURY: Portage Avenue is one of the widest most beautiful main thoroughfares on the Continent.



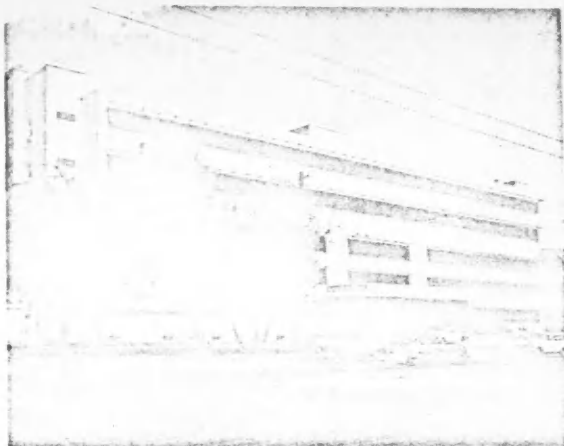
20th. CENTURY: One of many lovely apartment buildings near the 'peg. This one is called the Silverheights apartments.



20th. CENTURY: With the construction of the new 500 road from Gypsumville to Wekusko, trucks like this will service Manitoba's far North.



MANITOBA is noted for its beautiful buildings. This is the Winnipeg Medical Clinic.



WINNIPEG GENERAL HOSPITAL shows off its gracefully clean lines. Note the balance offered by tree cluster in left foreground.

Mayor Juba (and his colleagues) are completely against this \*8-city plan. They feel the plan expensive and inoperable.

Although the commission is going ahead with plans to write legislation, the Provincial Authorities have given Mayor Juba some appeasement . . . they will do nothing beyond studying the proposed legislation during the coming legislative sessions.

### BRANDON

Brandon shows every indication of escaping from the penumbra cast by its big sister Winnipeg. Although its 27,000 population is less than a tenth of Winnipeg's, the Brandon City Council are executing progressive plans to encourage big industry into their own.

The City's master Plan calls for 300 acres of high-level industrial zoning available near trunk highways and railroads. The residential and commercial zoning also reveals the making of a beautiful, metropolitan area before too many decades have past. Close by Brandon, the first stage of a new \$28 million hydro plant has already begun operation. This source of electrical energy will produce 120,000 kilowatts when finished. To further encourage industrial study, there are commercial quantities of bituminous coal and oil (and gas) nearby.

It is interesting to note that Bran-

\* St. Boniface, St. James, St. Vital, East Kildonan, West Kildonan, Fort Garry, Transcona, Charleswood, North Kildonan, Brooklands, Assiniboine, Tuxedo, Old Kildonan and Winnipeg. The eight cities would be formed from the above 14 Con-tiguous cities and municipalities.



'JOSEPH'S LARDER' is an apt expression for Manitoba. Thru' the province flows the bulk of grain being exported to world markets. This is an aerial view of Canada Malting Co. Ltd.

don has one of North America's biggest ratio of homeowners per family. 75% of all residential dwellings are owner occupied.

### THRESHOLD

The Province of Manitoba is going all out to attract industry, commercial businesses and real estate investments. In the Province's Appendix on Taxes which is offered in booklet form to potential investors, this important chapter is printed:

*"Manitoba has the lowest per capita tax in Canada. Based on the 1956-57 rates, the taxes levied by the Provincial Government amounted to \$14.59 per capita, compared to \$25.26 for*

*Ontario, \$44.49 for Saskatchewan and \$69.22 for British Columbia."*

Earlier in this article we mentioned the Manitoba Development Fund which offers, at moderate interest, monies to creditable businessmen intending to locate in the Province. Thus: with this Plan, low power rates, good community planning, low per capita taxes, a comparatively reasonable labour pool, all combine to make an appealing prospectus.

Manitoba stands with a beckoning finger. Its "come hither" appeal is making the watchdogs of big industry and investment, sit up and take notice.

As one enthusiastic Manitobian put it: "Gateway to the Golden West? Hell . . . we ARE the GOLDEN WEST!" ■



## THE APPRAISAL INSTITUTE OF CANADA

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# THE APPRAISER IN COURT

By G. I. M. YOUNG

### FIRST OF TWO PARTS

Some very interesting comments on the duties of an appraiser who appears as an expert witness are contained in an article appearing this month in the Canadian Bar Journal written by Keith E. Eaton of Ottawa.

A few quotations of his bear directly on the discussion here. He says:

—"Advise an early appraisal of the expropriated property by at least one competent valuator".

—"Don't employ valuers who are not qualified to value the particular property under consideration. A real estate agent can have outstanding experience in the buying and selling of residential properties without being at all qualified to appraise a commercial property. In many cases this distinction is obvious but in others it is not. For example, the highest and best use of a residential property in a downtown commercial area may be as the site of an office building after demolition of the house. What is required here is a valuator experienced in commercial values".

—"If your valuator is untrained as an expert witness and experienced only in giving appraisals for non-contentious purposes, he probably will feel that it is sufficient for him to base his opinion on his experience and that it is beneath his dignity to explain his results by mathematical calculation. This type of thinking must be corrected in order for the opinion of the expert witness to withstand close cross-examination. A valuator is not in the same position as counsel experienced in personal injury claims who arrive at a figure for general damages based on experience without generally being faced with the necessity of explaining their results to others except in broad terms. The valuator must be able to convert

Mr. Young is Manager, Appraisal and Mortgage Department of Shortill & Hodgkins Ltd., Toronto Realtors.

His educational background includes studies at Trinity College, Oxford University and University of London where he graduated as B.Sc. in Estate Management.

He is a Professional Associate of the Royal Institute of Chartered Surveyors, London, Eng.; immediate Past-President of the East Canadian Committee B.Sc. (Estate Management) Club;

his opinions into explanations which are readily understandable by the lay mind which has to deal with them. For example, where the expert is relying on sales of comparable properties in order to show land values, he must be prepared to correlate with some precision the prices paid for the other properties to the value at which he arrives for the expropriated property, having due regard to the advantages and disadvantages of each. If he can't do this, the impression that he has given a hasty opinion notwithstanding the fact that this might not be the case where the expert is relying on what one might term "experience recorded in the subconscious".

Work closely with valuers who are to be expert witnesses. Periodic conferences are essential as new points will keep arising each time the case is reviewed. The following are some matters which require to be watched:

(a) The valuator's opinion must be expressed as of the date of expropriation.

(b) The valuator should know the age of any buildings on the expropriated property.

(c) In arriving at the reconstruction

Convocation of the University of London; U Member Property Owner's Association; Member American Institute of Appraisers and Appraisal Institute of Canada.

Mr. Young has appeared as expert witness in the Exchequer Court of Canada, High Court of Justice in Ontario, Ontario Municipal Board and has been official arbitrator. He has appraised some 650 properties in the Province including 3 years of specialization work in expropriations for the St. Lawrence Seaway.

tion cost of buildings, he should make every effort to make a quantitative survey of the materials in the building or, as it is sometimes expressed "take off the quantities". He should do this himself instead of having to rely on reports made by some junior employee. This is the only sure way of arriving at a figure for reconstruction cost which is not open to cross-examination. The more popular "cubing" and "squaring" methods may be satisfactory where the expert has experienced previous construction of very similar buildings, but otherwise it is not safe to rely on these methods except as a check against results reached by other methods.

(d) The valuator who has appraised the buildings should consult standard depreciation tables so that he will be able to explain his opinion in relation to these tables on cross-examination.

(e) Arrange to make a search for comparable sales and have them tabulated for the expert. The previous inconsistency in decided cases on the question of admissibility and relevance of sales made subsequent to the expropriation appears to have been resolved in *Roberts and Bagwell v. The*

(Continued on page 20)



# SASKATOON

... WHERE EAST MEETS WEST  
BESSBOROUGH HOTEL—SEPT. 20-23



## WESTERN FUN NITE & BARBECUE

A romping Western-Style Fun Night, complete with Barbecue, is lined up as the social highlight of this year's convention. Details of the "do" are being kept under wraps by the Convention Committee, but it has been made known that sports shirts, slacks, blue jeans, calicos and wide-brim hats will be in vogue. Come prepared to enjoy yourself.

It will be held on the Tuesday evening. Dancing will follow the dinner.

## WHAT TO WEAR

Saskatoon is still quite warm in September with temperatures of 75 and over quite common. But, we are warned, no matter how warm the day the nights are refreshingly cool. So, bring along a topcoat.

The ladies can leave their formal dancing gown at home this year, the Fun Night is Western-Style informal. Bring along a calico dress, or blue jeans and blouse and some comfortable shoes for the hoe-down.

## Outstanding Speakers

Among those outside the real estate field addressing the convention will be Saskatchewan Premier T. C. "Tommy" Douglas, renowned as one of the nation's ablest speakers, and E. C. Leslie, Q.C., of Regina, Past-President of the Dominion Bar Association.

Experts on real estate from the American states coming to speak at the Convention include Fred Smith of Cincinnati, Walter S. Dayton of New York, Frank McBride, Jr., of Sacramento, and James Udall, President of the National Association of Real Estate Boards.

Canadian Realtors taking solo trips to the rostrum will be W. H. Shortill, F.R.I., of Toronto, and William Fraser of Montreal.

## Special Features

Highlighting some of the unusual programme arrangements is an Interview Programme on "Housing in Canada—1959", with Bert Katz, F.R.I., of Ottawa as moderator. Five interviewers, Murray Bosley, F.R.I., of Toronto, Col. Herbert R. Fullerton, F.R.I., of Vancouver, Patrick J. Harvey, F.R.I., of Brantford, J. A. Weber, F.R.I., of Edmonton, and F. N. McFarlane of Ottawa, will tackle an equal number of interviewees on "Monetary Conditions", "Housing Finance", "Planning Problems of Tomorrow", "Populations & Urban Development" and "Canada's Future". Handling the first four topics will be W. F. Loughheed, P. S. Secord, Anthony Adamson and Dr. Albert Rose. Interviewee for the subject of "Canada's Future" has not yet been announced.

Two other special sessions will be a "Meet the Speakers" panel on Tues-

day afternoon with the speakers on all real estate subjects from previous sessions all on call for questions, and a series of round-tables on Wednesday morning covering Appraisals, Advertising, Mortgage Financing, Listing-Selling and Co-operative Listing.

## Go West Young Lady

## Special Programme Lined Up For Wives at Saskatoon

Ladies attending the C.A.R.E.B. meet in Saskatoon can look forward to an active time. Besides attending the dinner meeting each evening, they have an extensive programme of their own, arranged by the Ladies' Convention Committee under the capable chairmanship of Mrs. Vi McClocklin.

On Monday, there will be a special Ladies' Luncheon in the Bessborough Hotel with top-flight entertainment. Tuesday morning there's a coffee party and on Wednesday the doors of five Saskatoon homes will open to them for informal luncheons. No need to feel sorry for the hostesses, either, since there will be four co-hostesses in each home to make sure that everyone has a good time.

## SURPRISE FAVOURS

Every lady attending the Saskatoon convention will take home a useful and colourful gift. Local craftsmen have been working for some time on the design and execution of these favours, and the ladies' committee is well satisfied that they are not only unique, but most worthwhile. The only

way to find out what they are is to go to the convention, so remind your husband to make reservations for both of you.

For those who like golf, Saskatoon offers two excellent 18-hole golf courses. Tours of the city and surrounding area can be easily arranged. Members of either the ladies' committee or the reception committee will be glad to provide transportation for you.

## Holiday Problem . . . BEFORE OR AFTER

What's your favourite holiday pastime? Swimming, boating, tennis, lawn bowling, golfing, loafing or touring? Or do you prefer horseback riding, hunting and fishing? For the first group of sports you can take your choice and plan to holiday either before or after the convention.

With the second group you can also take your choice, but most of the convention-goers who like the outdoors for hunting and fishing are planning on post-convention junkets into seldom fished lakes and uncluttered forests abounding with game.

A few miles north of the convention city of Saskatoon is Prince Albert National Park, almost 1,500 acres of forest and lake devoted to relaxation. Here is beautiful Lake Waskesui (Whas-ka-soo), playground of the midwest, and traditional home of the Cree Indians.



**FRANK McBRIDE, Jr.**

Resides in Sacramento, Vice-President NAREB; Vice-President National Institute; President California R. E. Assoc. Member Appraisal Institute and Property Management Institute.

## There's Lots To Do In Host City

For example, you can while away many a pleasant hour in the Western Development Museum, where relics of the fading history of Saskatchewan have been kept. No cubicle or artefacts this. It took a converted air force hangar to hold the collection!

Located on 11th Street West, the Western Development Museum mirrors the growth of a prairie civilization with over 5,000 exhibits including the sod-house and tar-paper shack, old farm equipment such as primitive scythes and the giant steamers which powered farm equipment, moved caravans of supplies and cut a glorious swath through the wheatfields of the prairies.

### CITY ARCHITECTURE

Over 7,000 new homes have been built in Saskatoon, and no matter what part of Canada you come from, you'll find it interesting to note the intermingling of contemporary West Coast styles and modern Eastern architecture with the traditional solidity of mid-western homes.

Speaking of architecture, Saskatoon's 81,000 people share 75 churches, probably the best ratio of churches to population in any major Canadian city. Old and new style churches of almost every denomination dot the landscape and add interest to each visitor's view of the city.

### DAM SITE

A few hours drive from Saskatoon is the site of the new South Saskatchewan Dam, a construction feat of the first magnitude and vivid evidence of Saskatchewan's changing role in Canadian affairs.

Further north are numerous other lakes (two-thirds of Northern Saskatchewan is lake) all well stocked with fish, of which the prize is the Arctic Grayling, considered by many as North America's gamest fresh water fish. Other fish which are plentiful include Lake Trout, Walleye (Pickerel) and the famed Northern Pike.

Waterfowl and game both large and small are abundant throughout this area.

For details on the trips being planned write to Bill King, secretary, Saskatoon Real Estate Board, 100 Ross Block, Saskatoon.

## ANNUAL TROPHY

The Harry LePage trophy is awarded annually to the Board which shows the best attendance at each CAREB Convention.

The winning Board is chosen by handicap system, which is determined by the total number of members in the Board, plus the distance delegates have to journey to convention.

The Host Board is not eligible to contest for the trophy.

Last year's winner was the New Westminster Board, whose representative Mr. F. Philp was presented with the trophy.

Mr. Harry LePage, Toronto, donor of the award, was President of the Association in 1949-50.

## TWO VALUED MEMBERS OF CAREB DIE

Two valued members of organized real estate passed away in June. H. J. Penfold Past-President of the Guelph Real Estate Board and Frank B. Clarke Director of Sarnia-Lambton Board.



**WALTER DAYTON**

Mr. Dayton is Past President of the National Institute of Real Estate Brokers and is on the Executive of NAREB. He is from Bayside, Long Island, N.Y.

# TOP FLIGHT SPEAKERS

The principal speaker slate is probably the best ever arranged for any CAREB Convention.

## FRED SMITH — CINCINNATI

Now President of Fred Smith Associates, Business Brokerage & Management Consultants, he headquarters in Cincinnati. He was born in the deep South, and remembers working at 7½ cents an hour with a 15 hour day. Studying Law at nights he completed his education and entered the business world, rising rapidly to Sales manager then later Industrial Relations Head of the General Shoe Corp. He has been Vice-President of Gruen Watch Company and Powell Valve Company. He left Gruen to form his own Company in which he is presently engaged.

Mr. Smith travels 100,000 air miles a year. He has spoken in 42 States, Hawaii and Canada, to some of the leading Associations on the Continent.



## JAMES UDALL — PRESIDENT N.A.R.E.B.

Mr. Udall, 1959 Head of the National Association Real Estate Board's 63,000 members, resides in Encino, California. A native Californian he attended the University of California.

Mr. Udall pilots his own Beechcraft travel-air and is the first President of NAREB to use this means of transportation to meet his many speaking engagements.

Although his background in real estate brokerage covers many fields he does specialize in property management, consulting and development of shopping Centres.



## W. H. SHORTILL, B.A., F.R.I., S.R.A. — TORONTO

Mr. Shortill is President of Shortill & Hodgkins Ltd., Toronto Realtors (77 employees). He has been active in organized real estate since he entered this profession 23 years ago. At present he is President of the Toronto Real Estate Board. Prior activities include: Past President CAREB (1953-54), Past-President Toronto Chapter Society of Residential Appraisers.

Mr. Shortill has lectured or addressed groups from coast to coast in Canada, and many locales in the U.S.A. He has also written many articles for the Canadian Realtor and other trade journals.



## E. C. LESLIE, B.A., LL.D., — REGINA

A Native Nova Scotian, Mr. Leslie retained his 'citizenship' until he graduated from Acadia University. Many years later (1957) he was awarded an honorary degree as Doctor of Civil Law from his alma mater. The same year Queen's so honoured him. Two years later the University of Saskatchewan also gave him this public token of esteem.

For many years he has been a member of the conference of Commissioners on the uniformity of Legislation and in 1958 became President of that body. He is also past-president of the Canadian Bar Association.

Mr. Leslie is a partner of the Regina Law Firm of MacPherson, Leslie & Tyerman.



## HON. T. C. DOUGLAS — PREMIER SASKATCHEWAN

Although Scottish born, Premier Douglas has spent all but six of his years in Canada. Early in his youth he became a printer in Winnipeg. Realizing the need for a formal education he entered Brandon College, graduated (including a gold medal for debating, dramatics and oratory) then went on to post graduate studies at McMaster where he received his M.A. He entered politics in 1935 and has remained since.

In 1944 he resigned his seat as federal M.P. to become the Premier of Saskatchewan.





# INTERVIEW PANEL

## "HOUSING IN CANADA 1959"



### P. S. SECORD O.B.E. — OTTAWA

Mr. Secord was appointed Vice-President of Central Mortgage and Housing Corporation in November 1950. His prior experience with the Crown Company commenced when he joined the staff at Ontario Regional Supervisor in April 1946.

He entered World War I as Flight Cadet in the Royal Canadian Navy. During World War II he rejoined the R.C.A.F. and rose rapidly to the rank of Group Captain with duties as Chief Works Officer, Western Air Command, Vancouver. It was here he was awarded the Order of the British Empire for outstanding work. Before joining C.M.H.C. Mr. Secord was actively involved in heavy construction and housing. He is a native of Brantford, Ont.

### ANTHONY ADAMSON, M.A. — TORONTO

Educated at Wellington college and Cambridge University with post-graduate studies at London University and Grenoble in France.

Mr. Adamson is a Planning Consultant headquartering in Toronto. His duties include Associate-Professorship at University of Toronto (Town Planning at the School of Architect).

He has had several years experience in Municipal affairs including School Board, Planning Board member, Reeve Toronto Township (1953-54) and Chairman Public Utilities Commission. In 1959 he was appointed Vice-Chairman, National Capital Commission, Ottawa. During the Seaway project, he was general consultant for the Development Commission.



### W. F. LOUGHEED — TORONTO

One of Canada's better known Economists and one whose knowledge is sought by leading Canadian Government and Business heads, he still managed to author two books . . . Labour-Government Management relations and one on Provincial Finance. He was joint author, while attending the University of Chicago, of a study on inter-governmental fiscal relations. He has also written numerous articles for journals on financial and economic matters.

At present Mr. Lougheed is a Consulting Economist with Headquarters in Toronto.



### ALBERT ROSE Ph.D. — TORONTO

Dr. Rose received his education B.A. University Toronto (Honour Political Science and Economics); M.A. at Illinois followed by his Doctorate in 1942. He graduated gold medallist in 1939 and became a Fellow in Economics, University Illinois in 1942.

He has put his talents to use in many diversified fields both Charitable and Sociologically. He has been research Director of the Community Chest, Civic Advisory Council Toronto, Health Service Committee, Canadian Welfare Council and Health Insurance in Ottawa.

Dr. Rose has also done research for Central Mortgage & Housing and the Department of Citizenship and Immigration. In 1955 was elected Vice-President Community Planning Association also Chairman, Ontario Div., 1952. He is author of *Regent Park: A study in Slum Clearance* (1958).

# Program

C. A. R. E. B.

16th ANNUAL CONFERENCE

BESSBOROUGH HOTEL

SASKATOON SASK.

September 20-23rd

## MONDAY, SEPTEMBER 21st

- 8:00 a.m. Registration Desk Opens
- 9:00 a.m. **Opening Session**  
Chairman: D. P. Woodley, F.R.I.  
Call to Order:  
D. P. Woodley, F.R.I.  
Invocation  
Welcome to Saskatoon:  
S. L. Buckwald,  
Mayor of Saskatoon  
Annual Report: H. W. Follows, Executive Secretary, C.A.R.E.B.
- 10:30 a.m. **Business Session**  
Chairman:  
J. S. Stevenson, F.R.I.  
Speaker: Fred Smith  
Topic: "The Successful Business"
- 11:00 a.m. D. H. Koyl, F.R.I.,  
Pres. C.A.R.E.B.  
Topic: "Canada Unlimited"
- 12:15 p.m. **Luncheon**  
Chairman: Herbert R. Fullerton, F.R.I., Vice-President of C.A.R.E.B.  
Speaker: E. C. Leslie
- 2:15 p.m. **Business Session**  
Chairman: C. W. Rogers, F.R.I., President of O.A.R.E.B.  
Speaker: W. H. Shortill, B.Comm., F.R.I., Toronto  
Topic: "Selling Real Estate in Today's Market"
- 3:45 p.m. **Business Session**  
Chairman: S. M. Beckhuson, President of Edmonton Real Estate Board  
Speaker: Walter S. Dayton, New York.  
Topic: "Listing Residential Real Estate"
- 6:00 p.m. **Reception**
- 7:00 p.m. **Dinner**  
Chairman: R. S. Klombies, Pres. Sask R.E. Assoc.  
Speaker: Hon. T. C. Douglas, Premier of Saskatchewan.

- Speaker: Frank McBride Jr., U.S.A.  
Topic: "Advertising the Property"
- 10:30 a.m. **Business Session**  
Speaker: to be announced  
Topic: "Investment Real Estate"
- 12:15 p.m. **Luncheon**  
Chairman: to be announced  
Speaker: to be announced  
Topic:
- 2:15 p.m. **Business Session**  
"Meet the Speaker" Panel:  
W. H. Shortill  
W. S. Dayton  
Frank McBride Jr.
- 3:45 p.m. **Business Session**  
Speaker: William Fraser  
Topic: "Commercial & Industrial Real Estate"
- 6:00 p.m. **Reception**
- 7:00 p.m. **Dinner, Dance, Entertainment**

- 2:15 p.m. **Business Session**  
Chairman: Bert Katz, F.R.I.  
Subject: "Housing in Canada 1959"
- Interview Program:**  
**Interviewer:**  
Murray Bosley, F.R.I.  
Patrick J. Harvey, F.R.I.  
J. A. Weber, F.R.I.  
F. N. McFarlane  
**Interviewee:**  
W. F. Loughheed  
P. S. Secord  
Anthony Adamson  
Dr. Albert Rose  
Subject:  
"Monetary Conditions"  
"Housing Finance"  
"Planning Problems of Tomorrow"  
"Population & Urban Development"  
"Canada's Future"
- 4:30 p.m. **Unfinished Business**  
Chairman: D. H. Koyl, F.R.I.
- 6:00 p.m. **Reception**
- 7:00 p.m. **Final Banquet**  
Chairman: D. H. Koyl, F.R.I.  
Speaker: President Elect  
Installation of Officers

## WEDNESDAY, SEPTEMBER 23rd

- 8:30 a.m. Registration Desk Opens
- 9:00 to 10:30 a.m. **Round Tables**  
(1) Appraisals  
(2) Advertising  
(3) Mortgage Financing  
(4) Listing — Selling  
(5) Co-operative Listing
- 10:30 a.m. **Business Session**  
Chairman: D. H. Koyl, F.R.I.  
(1) Resolutions: Andrew Turpie, F.R.I.  
(2) Amendments to Constitution: W. C. Mahon, F.R.I.  
(3) Election of Officers: Murray Bosley, F.R.I.
- 12:15 p.m. **Luncheon**  
Chairman: J. A. Lowden, F.R.I., Vice-President of C.A.R.E.B.  
Speaker: James Udall, President of N.A.R.E.B.

## LADIES' PROGRAMME

Sunday, Monday, Tuesday and Wednesday's affairs will include Luncheons, coffee parties, and other exciting events. The Ladies' Committee under Vi. McClocklin have lined up some exciting events which you will thoroughly enjoy.

By the way, please note page 9 which tells you what the ladies are wearing for all functions.

## TUESDAY, SEPTEMBER 22nd

- 8:30 a.m. Registration Desk Opens
- 9:00 a.m. **Business Session**

YOU'VE HEARD OF "WESTERN HOSPITALITY" ...  
HERE'S YOUR CHANCE TO SAMPLE IT



# 16th ANNUAL C.A.R.E.B. CONVENTION

**Bessborough Hotel  
Saskatoon, Saskatchewan**

**Sunday - Wednesday, September 20-23, 1959**



Come early so as not to miss a thing . . . stay over and enjoy a marvelous holiday . . . fishing, sunning, boating, swimming, hunting . . . in Saskatchewan's unspoiled Northern Green Belt . . . including wonderful Waskesiu (Was-kes-soo) Lake in Prince Albert National Park.

## **TUESDAY IS WESTERN FUN NIGHT & BARBECUE**

**All Inclusive Registration Fees — Delegates \$50.00, Wives and Guests \$30.00**

*(See page 16 for registration details)*

Saskatchewan Real Estate Association  
8th Annual Meeting  
Bessborough Hotel, Saskatoon.  
Saturday, September 19.

Canadian Institute of Realtors  
4th Annual Meeting  
Bessborough Hotel, Saskatoon.  
Friday, September 18.

# C. I. R. PROGRAM

The Canadian Institute's portion of the CAREB Convention will be held in the Bessborough Hotel, Friday, September 18th.

- 9.00 a.m. Governing Council Meeting.
- 2.30 p.m. General Meeting of Membership of the Institute.
- 4.00 p.m. Meeting of the Governing Council. (Including newly elected members.)
- 6.00 p.m. Reception.
- 7.00 p.m. Dinner—speaker to be arranged.

## CAREB President Claims Conference To Be Best Ever

As the President of your Canadian Association of Real Estate Boards, I wish to extend to all our members and their wives a personal invitation to attend the 16th Annual Convention of the Canadian Association of Real Estate Boards to be held in Saskatoon, from September 20th to 23rd inclusive.

In my travels back and forth across this great country of ours this year I have found many problems that become mutual problems if the various members of real estate boards only realized that others had already been confronted with the same difficulties. It is at this annual get together that the opportunity is presented to pool these discussions and solve them for use in our day to day business. As the result of the many meetings of your executive there will be some profound decisions needed to carry forward our objective of the ethical practice of real estate across this country. This Annual Conference helps us put this real estate business of ours into a closer knit, country-wide professional body.

Your Convention Committee of the 16th Annual Conference, under Doug. Woodley, F.R.I., has been working hard over the last several months preparing for the finest convention it has ever been your privilege to attend. Elsewhere in this issue you will find complete convention programs plus a registration and hotel registration form.

(Continued on page 26)



## CANADIAN ASSOCIATION OF REAL ESTATE BOARDS



WELCOMES YOU  
TO THE

# 16th. ANNUAL CONVENTION • HOTEL • BESSBOROUGH • SASKATOON

SUNDAY - MONDAY - TUESDAY - WEDNESDAY  
**SEPTEMBER 20 - 23rd.**

Registration fee  
includes everything —

all business sessions,  
all luncheons—receptions—  
all dinners—final banquet  
and all entertainment

Brokers, salesmen and  
salesladies ..... \$50

Wives and Guests ..... \$30

NOTE: please reserve type of accommodations required when you send in registration coupon.  
(no suites left)

Make Cheques payable to  
CANADIAN ASSOCIATION OF REAL ESTATE BOARDS

C.A.R.E.B. SASKATOON CONVENTION  
SEPTEMBER 20th - 23rd, 1959  
SASKATOON, SASKATCHEWAN

TO: Lloyd Jones,  
Registration Chairman,  
100 Ross Block,  
Saskatoon, Saskatchewan

I plan to attend the conference, and enclose my cheque for \$..... to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me, provided I advise you before September 5th, 1959.

NAME ..... STATUS .....  
(Broker, Salesman, Guest)

ADDRESS ..... CITY & PROV. ....

I am a member of the ..... Board.

Hotel accommodation required ☐ Single ☐ Double

Arrival date and time ..... Departure date and time .....

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME ..... WIFE'S NAME .....

# TRICKS OF THE TRADE

Many of our readers are engaged in sub-division work. In some instances you may have an opportunity to advise Builders on painting and landscaping. Or, possibly you may want to suggest, by pamphlet, mimeograph sheet or word of mouth to your new listing, that they do this or that to their house, before it goes on the market.

Tips such as the following may help endear you to the trade.

Color can make a small home seem larger, a squat one taller, a lanky structure lower and wider. It can change the dateline on a Victorian design, spice the plainest Salt Box, personalize the house that looks like all others on the block. Conversely, color misused can emphasize all the flaws you'd like to play down.

As the Pittsburgh Paint people say, the tired old homestead can take on a look of fresh-faced beauty, by masking architectural defects and, bringing out the good points to shining light.

Professional researchers from the Pittsburgh Company offer the following tips:

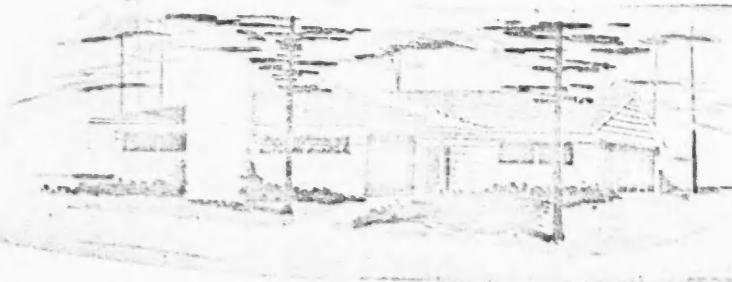
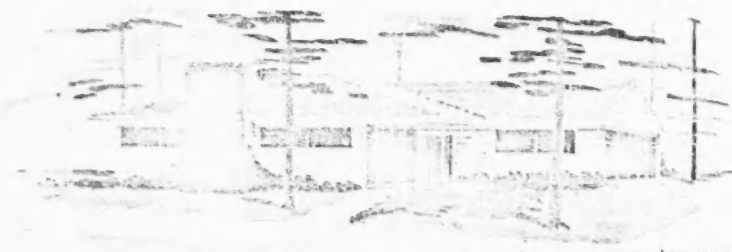
(1) The two major color areas, roof and walls, rarely match, but they should be related in color. When desirable, paint dormers, windows, shutters and door in accent colors.

(2) Start with the roof in planning a color scheme. Chances are you'll repaint it less often than any other part of the house, so pick a compatible color and one that will do things for the house design. A light-hued roof will make a house seem taller; dark tones make it look lower. Many older houses are too tall for their width. By painting the roof, dormers and upper shutters the same dark color, apparent height is still further reduced. Matching dormers to side walls helps to give the illusion of greater height.

(3) Light tints for siding give small homes a feeling of spaciousness. Dark shades tend to belittle still further. A house design which combines wood siding with masonry or brick should be painted all one light color to achieve the spacious



Many houses, particularly some of the older ones, seem too tall for their width. This can be corrected by using a darker color on the roof, a treatment which lowers its appearance considerably. By painting upper shutters the same as the roof, apparent height may be still further reduced.



Undesirable architectural features, such as a chimney, dormers, dissimilar shaped windows may be de-emphasized by painting them in a color that matches the body of the house. Note how chimney stands out in top house and seems to fade into background when it is painted to match siding.

**SPECIAL OFFER**

**TO REALTORS  
ONLY**

**UNTIL AUGUST 31<sup>st</sup>**

**START THE "BALL" ROLLING TODAY!**



# WHAT WE OFFER YOU

Your CAREB Committee have prepared a plan that is probably the most ambitious aid ever offered a member of the Association. To make matters even better, the offer comes at an opportune time. Here's why!

In October of this year, your Canadian Realtor magazine will run a special souvenir edition depicting the Canadian Real Estate pattern from coast to coast and what Real Property Investments in Canada can do for foreign and domestic investors.

The press run for this special edition will be 18,000. It will be distributed as follows: 10,500 to normal audience and 7,500 to visiting American Realtors, business heads and key Industrial figures on the Canadian Scene.

This will be easily accomplished, as the National Real Estate Board expects some 6,000 big guns in American real estate to attend their annual convention being held in Toronto this November. Each one of these men will receive gratis a copy of this special Canadian Realtor (at least 40 pages in size).

The editorial copy will aid Realtors in every nook and cranny of Canada.

**You Can Cash In On This Portrayal By Telling Your Personal Story** through the advertising plan offered on the next page.

This is the most daring offer ever made by your Association and, it points up one salient factor:

**"If You Want To Be Known Internationally . . .**

**Tell Your Story Internationally!"**

## ***EXAMPLE:***

Consult the three plans opposite. Pick the one you can afford! For example: if you pick PLAN 1 for 3 monthly insertions (October-November-December) the cost will be:

<i>Total normal cost</i>	<b>\$36.00</b>
<i>(3 inserts of 1 col. x 2")</i>	
<i>Less 50% for October Ad</i>	<b>\$ 6.00</b>
<i>Less 5% because you are a CAREB Active Member</i>	<b>\$ 1.50</b>

### **YOU SAVE**

*and still get 2 repeat exposures PLUS 7,500 extra October circulation, vital to you, at no extra charge!*

*(We cannot pay agency commission on this particular deal)*

**ADVERTISE IN THE "VOICE" OF CANADIAN REAL ESTATE**



# TEAR OUT AND MAIL YOUR PLAN TO US

## PLAN 1

**USE THIS COUPON AND RECEIVE 5% to 15% OFF!**

SIZE OF SPACE ... 1 COLUMN x 2"

A		B		C	
3 time insertion		6 time insertion		12 time insertion	
First month		First month		First month	
you pay only	\$ 6.00	you pay only	\$ 6.00	you pay only	\$ 6.00
Remaining two		Remaining five		Remaining eleven	
months, each	\$12.00	months, each	\$12.00	months, each	\$12.00
LESS		LESS		LESS	
further 5% off each		further 10% off each		further 15% off each	
month's statement		month's statement		month's statement	

PLEASE ATTACH YOUR MESSAGE ... PROFESSIONALS WILL PROCESS IT FOR YOU.  
(any cuts sent to us will be returned earliest possible.)

## PLAN 2

**USE THIS COUPON AND RECEIVE 5% to 15% OFF!**

SIZE OF SPACE ... 1 COLUMN x 5"

A		B		C	
3 time insertion		6 time insertion		12 time insertion	
First month		First month		First month	
you pay only	\$12.50	you pay only	\$12.50	you pay only	\$12.50
Remaining two		Remaining five		Remaining eleven	
months, each	\$25.00	months, each	\$25.00	months, each	\$25.00
LESS		LESS		LESS	
further 5% off each		further 10% off each		further 15% off each	
month's statement		month's statement		month's statement	

PLEASE ATTACH YOUR MESSAGE ... PROFESSIONALS WILL PROCESS IT FOR YOU.  
(any cuts sent to us will be returned earliest possible.)

## PLAN 3

**USE THIS COUPON AND RECEIVE 5% to 15% OFF!**

SIZE OF SPACE ... 2 COLUMN x 3"

A		B		C	
3 time insertion		6 time insertion		12 time insertion	
First month		First month		First month	
you pay only	\$14.25	you pay only	\$14.25	you pay only	\$14.25
Remaining five		Remaining five		Remaining eleven	
months, each	\$28.50	months, each	\$28.50	months, each	\$28.50
LESS		LESS		LESS	
further 5% off each		further 10% off each		further 15% off each	
month's statement		month's statement		month's statement	

PLEASE ATTACH YOUR MESSAGE ... PROFESSIONALS WILL PROCESS IT FOR YOU.  
(any cuts sent to us will be returned earliest possible.)

**MAIL TO**

Canadian Realtor Magazine

109 Merton Street

Toronto 7, Ontario

PLEASE MAIL COUPON TO  
GAIN DISCOUNTS

OFFER GOOD ONLY UNTIL  
AUGUST 31st

\_\_\_\_\_  
(FIRM NAME)

\_\_\_\_\_  
(ADDRESS)

\_\_\_\_\_  
(TOWN)

\_\_\_\_\_  
(AUTHORIZED)

**HAVE YOU REMEMBERED TO ATTACH COPY?**

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Canadian Realtor Magazine

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Toronto 7, Ontario

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(TOWN)

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(FIRM NAME)

\_\_\_\_\_  
(ADDRESS)

\_\_\_\_\_  
(TOWN)

\_\_\_\_\_  
(AUTHORIZED)

**HAVE YOU REMEMBERED TO ATTACH COPY?**

effect. A rambling ranch model gets the horizontal stretch it aims for when siding is blended with masonry and the carport colored to match.

(4) Trim areas can match the siding, contrast with it, or be a lighter tint of the siding color. Your choice depends on the effect you want to create. To pare down gingerbread, paint it the same color as the body of the house. But an eye-catching trim is a definite asset to a house built along spare modern lines. Point up details with a color that contrasts with the walls. If you want to use the same color for both, paint trim in a lighter or darker shade.

(5) Doorways are strategic spots for accent color, good places to add the inviting individual touch. Of course you'll choose a color that harmonizes with trim, siding and roof.

(6) Don't break up your happy-hued home with a glaringly drab grey concrete foundation. Masonry finishes are available in colors that match house paints.

(7) Patio, porch, garden and other outdoor accessories are as adaptable and as important to color planning as

## COLOR Rx FOR YOUR HOME IF IT APPEARS . . .

- |            |  |
|------------|--|
| Too Tall   | — Deep hues on roof, dormers upper shutters, white or one pastel below   |
| Too Squat  | — Light roof, one pastel for siding and trim   |
| Too Choppy | — Same color overall — warm, deeper tones to increase size; cool light shades to decrease size (reverse procedure for interiors) |

the house itself. Here again, harmony with house colors creates an impression of unity and beauty.

The days when people didn't care about color are as dead as the nickel beer. Once upon a time, most cars were black, most shirts were white,

and the four walls were typically buff from living room to attic. Today's homeowner finds the whole spectrum at his service. With a splash of color and a dash of imagination, he makes the oldest or newest house an original that bears the artist's signature.

## OUR BUSINESS STARTS WITH THE REALTOR

When industry expands in  
Canada, it calls in

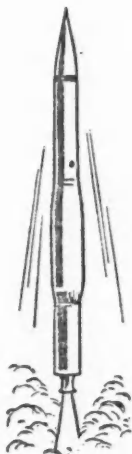
TORONTO

### INDUSTRIAL LEASEHOLDS (1957) LTD.

An affiliate of Webb & Knapp (Canada) Ltd.  
HEAD OFFICE: 12 Sheppard Street, Toronto 1, Ont.  
Offices in Vancouver, Winnipeg, Montreal.

- Industrial and
- commercial space
- always available . . .
- Site selection
- Architectural
- design . . .
- Engineering and
- construction . . .
- Buildings for
- lease or sale.

Write for your copy of  
"CONTEMPLATING  
A NEW BUILDING?"  
This new, fact-filled  
brochure contains an  
informative, A to Z  
study on all phases of  
building a new plant  
or warehouse, using  
the proven I.L. "Pack-  
age Plan".



## ON TARGET

Rocketing to new sales heights in 1958, Realtors set the pace for toppling all records in 1959. Vigorous sales techniques emerged from sound sales planning.

During that period of successful selling, more residential, commercial and industrial real estate advertisements were placed in the Star than in both other Toronto newspapers combined.

### TORONTO DAILY STAR

IT'S SO  
EASY TO DIAL

EM 8-3611

FOR BETTER  
RESULTS



## MONTHLY CO-OP REVIEW

### Will Co-op Sales Hit \$400 Millions? Predictions Say Yes!

Canadian Co-op listings sales are continuing to amaze even the most optimistic. For the first five months of this year a whopping total of \$182 millions has been registered. This eclipses by nearly \$27 millions, sales registered in a corresponding (Jan. to May) period in 1958. The most astounding figure is the record \$46.6 millions registered for the month of May. This figure is \$9.6 millions over May 1958.

One phenomena we have noticed is the gap between the leading Boards and the group headed by London. There are no Boards registering between the \$5 millions and \$10 millions. Other than this \$5 million void, most of the boards fall within striking distance of the next highest (with one notable exception—Toronto) who has one-third of the entire total.

Al Treleaven, General Manager of the Toronto Board, states that the 1959 budget was set for \$140 millions. This represented, what the board felt, an optimistic gain of some \$12 millions over 1958. Since this budget figure was set in January, the board shows every indication of jumping sales totals to (hold your hats) \$160 millions!

### CALGARY

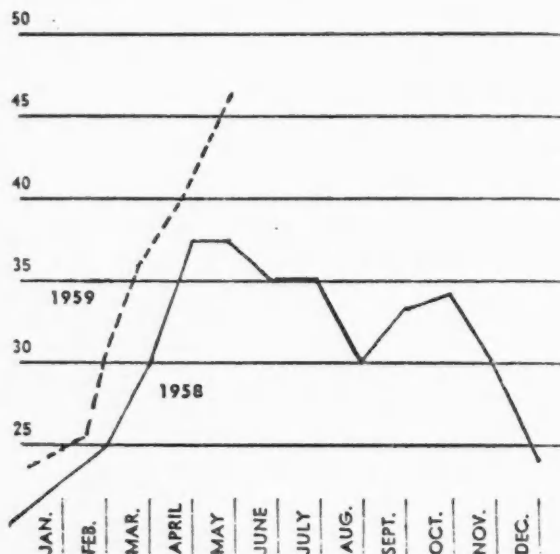
The Calgary Co-op committee have announced that a sub-committee is presently amending the numbered district map to recognize the new districts that have arisen since the last printing. Also intended are several new additional codes to make the map more readable for recording purposes.

New co-op listing forms are being drafted: a. Commercial, Industrial and leases. b. Business opportunities. c. Revenue properties. d. Farms, ranches and acreage. These forms, printed in different colours will be ready in a few short weeks.

### PRAIRIE CO-OP

The following boards have an inter-board co-op exchange system: Calgary, Red Deer and Lethbridge. This exchange service will no doubt assist Realtors in disposing of ranches, farms, inter-city businesses, and businesses in the smaller settlements.

millions  
of dollars CO-OP SALES GRAPH



### Winnipeg's Co-op Hits Record Spurt

Winnipeg is leading a very encouraging trend. The board has reduced the gap between sales and listings. May figures indicate a ratio of 58 per cent of sales to listings. The Board's total volume has also shot up. Co-op sales are 45.9 per cent over 1958.

The co-op contest is proving a big success. Since the first of the year, 60 awards of \$25 each have been made to Winnipeg salesmen.

### HALIFAX

A three-month co-op competition has assisted sales greatly in Halifax-Dartmouth. Total aggregate was won by Ed Smith. The sales prize was a five-way tie between three salesladies and two salesmen: Jean Middleton, J. Lawrence, Helen Johnson, Frank Harrison and Joyce MacCarthy.

### REGINA

The new executive of the Regina Real Estate Board are: President — Trevor J. May; 1st Vice-President — Edward A. Bennett; 2nd Vice-President — Jack Glen St.; Executive-Secretary — Jerry D. Fyffe; Directors — Bill Johnson, Lloyd Gallagher, Fred Gallant; Gordon Yurkoski and Bob Cawsey.

# CAREB CO-OP Statistics for May 1959

Positions as of May 31st 1958	1959	Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
			Year to Date	May, 1959	May, 1958	Year to Date	May, 1959	May, 1958	Year to Date	May, 1959	May, 1958	
1	1	Toronto	\$ 64,218,888	\$17,481,749	\$13,371,235	13,911	3,350	2,233	3,920	1,051	807	1,450
2	2	Hamilton	18,967,635	4,634,592	4,557,015	4,010	990	986	1,468	374	390	269
3	3	Vancouver	16,932,636	3,464,828	3,609,005	5,663	1,198	1,212	1,343	270	297	650
4	4	Montreal	13,249,737	3,170,536	1,887,735	1,778	409	293	506	113	79	1,600
5	5	Winnipeg	10,970,288	3,102,940	2,029,120	1,896	431	396	1,896	251	191	409
6	6	Calgary	10,929,559	2,408,384	2,160,059	2,699	579	485	774	160	152	220
7	7	Ottawa	10,258,482	3,586,487	2,214,249	1,686	428	314	580	161	135	220
8	8	London	4,853,552	1,151,380	1,224,290	884	214	238	402	103	112	101
9	9	Victoria	4,484,261	1,047,430	820,005	1,078	269	209	444	96	96	125
10	10	Edmonton	4,430,914	913,635	1,016,100	1,827	322	435	379	74	92	270
11	11	Kitchener-Waterloo	3,605,166	773,525	861,500	802	193	158	298	62	80	74
12	12	Westminster County	3,226,489	644,575	777,915	1,686	341	342	342	65	99	55
13	13	Saskatoon	2,599,230	602,827	290,760	711	145	104	284	63	41	82
14	14	Peterborough	1,327,825	371,625	232,115	364	84	60	117	38	19	45
15	15	Brantford	1,253,085	199,550	313,641	262	46	83	120	21	37	50
16	16	St. Catharines	1,129,037	363,262	231,945	426	101	102	111	37	23	40
17	17	Oakville-Trafalgar	964,425	270,150	224,275	162	49	24	54	16	11	15
18	18	Regina	960,638	203,800	46,700	288	60	26	84	20	4	100
19	19	Sarnia-Lambton	766,454	382,900	240,350	242	69	53	93	32	22	45
20	20	Halifax-Dartmouth	751,400	270,300	—	128	56	—	51	18	—	125
21	21	Greater Niagara	631,325	209,850	94,400	301	52	31	62	22	10	50
22	22	Windsor	580,675	110,300	199,850	286	95	72	64	12	21	157
23	23	Oshawa & Dist.	573,650	139,125	—	145	44	—	44	12	—	50
24	24	Leithbridge	559,298	141,680	53,700	170	38	5	52	14	3	12
25	25	Fort William	532,960	145,400	103,750	165	75	42	59	18	11	45
26	26	Galt-Preston-Hespeler	505,210	158,650	13,600	102	23	21	50	16	2	25
27	27	Welland & Dist.	331,945	92,200	64,135	207	35	37	38	11	7	15
28	28	Barrie & Dist.	296,150	85,100	—	68	20	15	26	7	—	20
29	29	Sault Ste. Marie	263,910	65,245	7,900	40	11	6	25	9	1	36
30	30	Guelph & Dist.	263,600	43,250	—	70	27	—	26	5	—	20
31	31	Port Arthur	249,500	7,650	—	110	25	—	28	2	—	42
32	32	Kingston	223,050	98,000	25,750	59	18	18	28	8	2	60
33	33	North Battleford	191,350	40,400	—	76	18	—	25	8	—	10
34	34	Central Alta. (Red Deer)	183,475	18,085	—	90	19	21	25	3	3	17
35	35	Tri-County (Ont.)	181,500	67,750	80,000	40	9	—	13	4	2	40
36	36	Cornwall	131,300	33,200	40,250	87	20	19	12	3	3	40
37	37	Chatham	124,982	36,800	50,500	51	7	13	11	3	5	55
38	38	Sudbury	118,600	62,800	75,250	81	33	20	9	4	5	55
39	39	Orangeville	61,600	34,600	—	29	7	—	6	3	—	10
40	40	*Vancouver Island	—	—	—	14	11	—	—	—	—	50
Totals			\$182,123,685	\$46,634,560	\$37,296,939	42,789	9,919	8,184	15,540	3,189	2,805	
*New Bd.												



## APPRAISER IN COURT

(continued from page 8)

*Queen (1957) S.C.R. 28 at pp. 36-37*, holding that the Court should admit evidence of such sales as are found logically probative even though subsequent. While that was not a case under the Expropriation Act, it seems clear that the principle must be the same.

(f) Caution the valuator not to rely on other settlements of compensation for comparison as they generally are not relevant. *Gagetown Lumber Co. Ltd. v. The Queen (1957) S.C.R. 44 at pp. 55-56*.

(g) The valuator should prepare a formal report which can be filed as an exhibit where this is requested by the Court. In this regard, the President of the Exchequer Court wants to have a written report filed each time an expert gives his opinion. This report should be prepared in orderly form with an index at the front followed by a statement of the expert's opinion. Any information with regard to supporting facts should be contained in schedules which are easy to follow. Photographs of the expropriated property as it stood at the time of expropriation are often very useful to experts in explaining their opinion. If they are going to be used, copies should be included in the valuation report, together with any charts and maps necessary to illustrate the factual presentation.

(h) Arrange to have a check made for zoning restrictions having an effect on value.

(i) The assessed value of the expropriated property should be checked and your land value expert made ready to give a general correlation between assessed values and market values in terms of fractions or percentages. Assessments are admissible as checks against excessive valuations. *The King v. Eastern Trust Company (1945) Ex. C.R. 115 at p. 121*.

(j) Explore with your experts, in the case of a commercial property, the possibility of utilizing as a main or alternative approach to valuation

what is known as the "income capitalization method". This method, when applied to a farm property was fully discussed and recognized as a sound approach in *The Queen v. Potvin (1952) Ex. C. R. 436*.

Mr. Eaton's comments underline the need for complete preparation by the appraiser. He must make a thorough study of all sales which may have a bearing on the subject property. This study must be related to the effective date of appraisal, although it now appears sales subsequent to the effective date may also be admissible, so the appraiser must study these also.

Mr. Young's article will conclude in August Realtor.

• • •

## EPILOGUE

### THE PETERKIN CASE

by J. I. Stewart, M.Comm.  
Barrister-at-Law

The September 1958 issue of the Canadian Realtor carried a discussion of the above case in which the Ottawa Appellate Court appeared to lay down two principles.

— Firstly, that an Appraiser should not give evidence as to comparable values, when his evidence was based on searches in the registry office, together with the physical inspections of the various comparable properties, but unsupported by independent evidence as to circumstances surrounding each sale.

— Secondly, that an Appraiser lacking in special "cost" experience could not give evidence as to the cost approach.

A recent decision of the same court: *Boland Vs. The Minister of Highways*, clarifies the first question. The case did not involve the cost approach and it is again suggested herein, that this approach is rarely a proper technique for the Real Estate Appraiser to employ if his estimates of value may later have to be substantiated before a court of competent jurisdiction.

Concerning the admissibility of evidence as to Market Data, the words of Aylesworth, J. A., in the Boland Case are clear and self explanatory: "... the Peterkin Case has been much misunderstood ... the court ... (in Peterkin) ... held that ... (the witness) ... evidence of sales ... (based on searches not made by him) ... was so lacking in probative value as to be inadmissible.

"I know of no rule of evidence, which says the Peterkin Case does not decide ... that evidence of the recording of sales in the Registry Office may not be accepted as ... evidence ... the more numerous the sales the greater the probative value ... this (is) ... the rule ... The Peterkin

(continued on page 26)

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### Secretary-Treasurer:

H. W. Follows 109 Merton St., Toronto.

## "SECONDS" UNDER FIRE

Town 25 miles from Toronto resolves to control 'unscrupulous' money lenders

Richmond Hill Town Council, perturbed over the number of homes in the Beverley Acres sub-division, that have become vacant in the past two or three years, have created a resolution calling government action to control second mortgage lending.

This action apparently resulted from an investigation conducted by town council who found "unscrupulous money-lenders, who charge exorbitant bonus payments and interest rates to renew seconds." There has to be a control of lending by finance companies and there is need of some control legislation for those dealing in second mortgages" Mayor Tomlinson said.

Reeve Perkins, who also attended the session states "We all agree that a person is entitled to a fair return

on an investment, but a 50 per cent bonus is ridiculous."

Councillor Haggart claims "Unscrupulous money lenders should not be allowed to use a man's legitimate desire to own a home to do him out of his life's savings. I know of a man who lived in his house for three years and scrimped and saved to meet all his payments. At the end of three years he had to renew his mortgage and the bonus was such that he found his mortgage was \$1,000 higher than when he started."

The resolution reads as follows:

"WHEREAS it has been brought to the attention of this Council that excessive bonus rates of up to 50% are being charged on original and renewed second mortgages;

AND WHEREAS many reasonably new homes

are being vacated due to high rates of interest and bonuses on mortgages;

AND WHEREAS at least one subdivision in Richmond Hill is fast deteriorating due to a great abundance of empty, over-mortgaged homes;

BE IT AND IT IS HEREBY RESOLVED that this Council petition the Federal Government and the Provincial Minister of Planning and Development to hold a judicial inquiry or any other type of investigation deemed necessary to correct this situation,

AND BE IT FURTHER RESOLVED that all Municipal Councils in the Metropolitan Toronto Planning area be petitioned for support of this resolution."

## TANKOOS YARMON DROPS ACTIVE MEMBERSHIP

Tankoos Yarmon Ltd., a national Realty Investment firm, announced, in June, that they will drop all active membership in real estate boards and associations.

President Elliott Yarmon claims that a great deal of confusion exists. "In many instances Realtors are reluctant to approach us because they feel that we seek a commission split. This is not so. We act as principals

## ATTENTION:

All Realtors or Realtor salesmen are requested to register for the Fall semester of the C.I.R. Course as soon as possible. Further information than that shown on coupon can be had by writing below address.

(CLIP ALONG DOTTED LINE)

To: CANADIAN INSTITUTE OF REALTORS,  
109 Merton Street, TORONTO 7, Ontario.

## APPLICATION FOR ENROLMENT

I hereby apply for enrolment in the Institute's Course of Study to be presented through the Correspondence Division of the University Extension Department, University of Toronto, and commencing September 30th, 1959.

- ☐ I enclose \$100 as payment for the 1st Year's Course
- ☐ I enclose \$100 as payment for the 2nd Year's Course
- ☐ I enclose \$100 as payment for the 3rd Year's Course

I agree to conform to the conditions of enrolment as set out in the syllabus issued by the Canadian Institute of Realtors. I am aware that fees cannot be refunded.

Fill in Education and Experience Details — See overleaf.

Signature.....



only in all our multi-million-dollar transactions."

"Tankoos Yarmon Ltd. has invested well over \$100 millions in income-producing real estate in Canada, and many of these deals have been made through the co-operation of real estate brokers throughout the country. It is therefore obvious that we depend a great deal upon these men."

"We intend to remain in organized Canadian Real Estate, as Associates, and by these actions will allay any suspicion that any Realtor may have, as to our dealings with them."

Acting as principal, rather than agent, Tankoos Yarmon Ltd. buys up income producing properties either as direct purchases or on a lease-back arrangement.

## Law Society Stamps Foot

The Discipline Committee of the Law Society of Upper Canada has issued a warning to all its lawyer members in Ontario.

The warning has been prompted by recurring evidence that some builders and subdividers have been offering purchasers free deeds to properties at Vendor's expense. Offers of purchase to said transactions could read: "A registered deed . . . without warranty of title."

The committee's dictum reads: "The dangers inherent in the practices are so manifest that this committee must warn all members of the profession that to permit their services to be used in such a transaction on any regular basis, may be regarded as professional misconduct."

## HAMILTON PUSHES \$28,000 REPORT

According to Mrs. Holmes, Assistant Secretary of the Hamilton Downtown Association, the \$28,000 Hamilton Urban Renewal Study shows signs of being implemented.

The Association is sparking a concerted drive to redevelop Hamilton's degenerated areas.

In July, at a meeting to which representatives of the Hamilton Real Estate Board, Hamilton Chamber of Commerce and Civic Fathers attended, an enthusiastic speaker offered an illustration. Mr. John Groves, Assistant Director of the Alleghany County Development Corporation, Pittsburgh, Pa., stated that redevelopment cannot fail to aid a city's assessment. In Pittsburgh's Golden Triangle, an area of 59 acres were redeveloped, 36 acres parkland and 23 acres commercial and business. The 23 acres business redevelopment (occurring over 12 years) now supports 25 per cent of the City's assessment.

Mayor Lloyd Jackson, made his feelings known at the conclusion of the meeting by saying "Let's get going!"

The downtown Association is fostering the idea of encouraging fifteen or twenty businessmen to visit the Golden Triangle. Their reports would no doubt add power to early expediting of the redevelopment project.

## HUMOUR

A worried tenant walked into the office of a rent control administrator, gave his name and address and asked who his landlord was. He was told it was the man the tenant paid rent to.

The Tenant said "I don't pay no rent. Nine years ago I found me a vacant house and moved right in. I've been there ever since and don't pay no rent to anybody."

The clerk said "Ye Gods, what are you worrying about . . . you have no complaint!"

The Tenant said "Yeah, guess so, but if that there leaky roof ain't fixed we're up and goin to move out!"

— Sacramento Realtor



NO WONDER the Kingston Board won the Achievement award at the O.A.R.E.B Convention in London last March. The above picture shows one of the reasons for the Board's success in co-op sales. Picture of booth was taken at the Kingston springtime exhibition. Note achievement trophy displayed prominently on desk.

### APPLICATION FOR ENROLMENT: Print in block letters, or type.

Name .....

City .....

Home Address .....

Do you belong to a Real Estate Board .....

Name of Board .....

Province ..... Age .....

#### EDUCATION

High School .....

University .....

Business Schools .....

Special Courses .....

Year Attended	Did You Graduate	Certificate or Degree
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....

#### EXPERIENCE

Present Employer, Address, and Nature of Business .....

Present Position .....

Years of Experience in the real estate business .....



BRITISH COLUMBIA

## Association of Real Estate Boards

### Increasing Role Forecast For Property Management Specialists At Real Estate Board Seminar

Professor Philip H. White of the Faculty of Commerce and Business Administration, U.B.C., forecast that the property management aspect of the real estate business is gradually occupying a more important place in real estate activity in B.C. and looked for a steady increase in its application.

Prof. White made the statement while addressing the Sixth Annual Spring Seminar of the Vancouver Real Estate Board which continued for three days in July. Over 200 real estate agents and salesmen from Vancouver and surrounding points attended the opening sessions.

The reason for the increased use of professional property management services lies in the increasing amount of investment funds which are being directed into real estate because of its inherent qualities, both as a reliable producer of revenue and as a hedge against inflation, he noted.

This investment is coming from three sources in Professor White's opinion; the increase in the real estate investment programmes of organizations such as life insurance companies; private owners and investors are increasingly looking towards real estate as a dependable investment and there is a considerable amount of international funds being invested in Canada, and particularly in B.C.

Adding to the demand for property management are the increasing tendency for industry and other users or tenants to lease property rather than purchase it outright; the advent of the prestige office building in which the owner or principal tenant is not equipped nor usually interested in handling the rental or lease of the remaining space or the responsibilities of building management and mana-

gerial revolution, or the divorce of the management group from the ownership group in industry and investment.

Property management "is not mere rent collection", Professor White stressed, but rather was a professional organization to provide the same services an owner would ordinarily assume. These include advice on and implementation of policy; marketing (both the actual leasing or rental of space in a building as well as establishment of prices for the use of the space); production (ensuring that existing space available is the most desirable form in regard to current needs by potential users or that planned developments will be suited to the future market); and financial policy. This latter field is the one most widely recognized and used at present, he noted, and is the most obvious way in which a property manager can save an owner money.

#### RESIDENTIAL LISTINGS

Earlier the Seminar heard Bert Edwards, President of the Salesmen's Division of the V.R.E.B. speak on "Residential Listings". Delegates were welcomed to the sessions by Stan Jones, Chairman of the Board's education committee, Prof. White on behalf of the University and Charlie Brown, President of the Board and formerly chairman of the Education Committee.

In opening the sessions, Mr. Brown stated that one of the principal reasons for such seminars was to learn, not only about techniques of the real estate business, but about each other. "If you understand a man you will respect him," Brown said, "even though you may not agree with him".

**President:**  
Mladin G. Zorkin, Nanaimo.

**Vice-Presidents:**  
Fred Philips, New Westminster; Charlie Brown, Vancouver.

**Past-President:**  
M. G. Klinkhamer, Cranbrook.

**Directors:**  
Syd Hodge, Penticton; R. E. Slinger, W. Van.; John R. Harvey, Quesnel; Fred B. Urquhart, Vancouver; Lynn K. Sulley, White Rock; Harold Chivers, Vancouver; P. D. P. Holmes, Victoria; Bill Hyndman, Cloverdale; Lorrie Kirk, Victoria.

### ADS AIMED AT FOREIGN APPEAL

Advertising carrying the Vancouver Real Estate Board message, "Look for the Sign You Can Trust", is now appearing in both German and Italian language newspapers.

The advertisements are running for a twelve week period every other week in Der Nordwesten and L'Eco d'Italia.

Reason behind the public relations and advertising committee's decision to use the publications to carry the Board's message was the fact that in many cases the majority of people suffering loss or inconvenience in unsound real estate ventures were recent immigrants who were handicapped in their dealings by unfamiliarity with the language.

Response to the advertising appears to be favourable. If the current campaign is a success it may be extended to include other foreign language publications in future years.

### FISHING DERBY

The second annual V.R.E.B. Fishing Derby is being planned for late August, it was announced in June by the Programme, Entertainment and Sports Committee.

Last year 175 members and friends took part in the derby. Probably it will again be held at Seymour Landing near Cowan's Point on Bowen Island.

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## CONVENTIONS AID P.R.

The progressive Realtor is well aware that his attendance at Conventions hinges on the amount of knowledge he will pick up. In order that he might keep up with the latest techniques and trends of modern real estate practice, he knows he must be present at these conclaves. This yearly chance to educate himself he seizes with alacrity. He makes sure that the week of the convention is set aside on his calendar, and that nothing else will interfere.

There are others who go to conventions with a different purpose in mind. They attend panel sessions . . . sales clinics as an after-thought, while they wait impatiently for the fun to start.

How much better it would be if each delegate went to a convention with the primary intention of educating himself. He sits in at every session with open mind, absorbs what he can . . . then when time rolls around to relax, he can do so, and enjoy himself that much better.

Those that take time off from their business to attend conventions for play purposes and nothing more, are doing themselves a great deal of harm. In this day and age, real estate finds itself approaching professional status and its attendant challenges. You must be forever on your toes . . . thirsting for new techniques to meet competition, or to do justice to your client.

The very purpose of belonging to an active organization is to gain individual success through co-operative effort. This leads to better business practices and know-how.

Today's convention is the high-light or end result of such an organization because it is truly the market place for communion, that of sharing ideas. All this broadens the scope of the individual, sharpens his imagination and

keeps him one step in front of the fellow who does not belong to organized business society.

A conference on the national level, such as the upcoming C.A.R.E.B. Convention in Saskatoon this September, places even greater emphasis on the Realtor's business success.

Some 500 to 600 delegates representing most of C.A.R.E.B.'s 66 boards from coast to coast, are expected to be drawn to this important function.

Think of it: hundreds of top men pooling their knowledge, their views, problems and solutions, to send you home better informed, better equipped businessmen.

A conference of this calibre prevents a Realtor from getting into a rut. And, you meet people from other cities in the same business as you. This broadens your experience . . . provides a stimulating tonic . . . gives you a brighter outlook of your chosen field. This is specially important to the man who works alone. He normally does not have the opportunity to share his views, or listen to others, as often as he might wish.

The convention spirit provides a common meeting ground for you and your competitors. This helps you to establish a friendlier understanding and better co-operation. Moreover, making friends gives you a good public relations tool, especially if they are from out of town. For these contacts lead to valuable business connections.

This however, is but one of the side issues of the convention. The main purpose of your attendance is to learn all there is to learn while you are there.

Pay special heed to the new ideas and streamlined techniques expounded by the experts. Don't rely on mental notes . . . jot them down in a note book like a News Reporter would.

All this leads us to this closing thought. Without a strong well-attended annual conference and an alert Public Relations Committee to tell its story to the public, and to government officials and others con-

cerned, organized real estate would never have achieved the status it enjoys today.

This sound niche in society has provided you with the proper instruments to carve a better career for yourself. Use these tools unstintingly. Use them constantly, Use them now.

• • •

## RECREATION OU EDUCATION

Le vendeur d'immeubles averti sait très bien que sa présence aux conventions dépend du bagage de connaissances qu'il peut y puiser. Tout même, il lui est absolument nécessaire d'assister à ces assemblées s'il veut tenir au courant des techniques les plus récentes et des développements modernes en immeubles. Il saisit avec enthousiasme cette occasion annuelle de s'améliorer; il a la date bien indiquée sur son calendrier et rien ne peut l'en éloigner.

D'autres cependant fréquentent ces conventions pour des fins bien différentes. Ils assistent aux discussions, écoutent les discours d'une façon plus ou moins distraite. Leurs esprits se projettent plutôt vers les plaisirs et les escapades qui accompagnent ces conclaves. Ne serait-il pas préférable d'y assister avec l'intention bien arrêtée de s'instruire? Il faut y aller avec l'esprit bien ouvert, anxieux de s'acquiescer de nouvelles idées. Quand vient l'heure du repos, on peut se permettre une détente beaucoup plus agréable et bien plus méritée. Ceux qui s'absentent de leur bureau pour assister à ces conventions, pour fin d'amusement et rien de plus, se font un tort énorme. De nos jours, le vendeur d'immeubles se rapproche de plus en plus du niveau professionnel . . . Il faut donc se comporter en conséquence, chercher à se perfectionner et à rendre à ses clients la part équitable qui leur est due.

Tous ceux qui font partie de certaines organisations professionnelles ou qui assistent aux conventions ont su en profiter en y acquérant de nouvelles idées et de nouveaux contacts. Tout ceci fait partie des affaires.

La convention annuelle est de nos jours, comme la résultante et l'apogée de nos organisations professionnelles. C'est l'endroit où l'on trouve la plus grande communauté d'idées et le partage d'opinions le plus généreux. Tout ceci ouvre de nouveaux horizons, aiguise l'imagination et nous rend plus compétents que ceux qui n'appartiennent à aucune organisation.

(Continued on page 27)

President Don Koyls'

## MID-TERM REPORT

Since reporting to you last, your Canadian Association Executive, together with all the Committee Chairmen, met in Toronto for the Mid-Term Conference of your Association. This is the Conference every year that means in detail the work of the Canadian Association and all its facets, and makes the major policy decisions for the balance of the year's work.

Many Committee Chairmen have done massive jobs of work on your behalf since January 1st. All the Regional Vice-Presidents, without fail, have been carrying out their duties. As a result the ethical practice of real estate is growing from coast to coast.

It is now possible to advise that we have our 10,000th member although exactly who that person is, will remain for analysis of the membership lists this month.

Past President, Roy Patterson, took on a huge job this year when he agreed to investigate specialist divisions and make his report at this meeting. As a result of the questionnaire sent out and answered by the members of CAREB it has been decided for 1959 that the following divisions will hold discussions at the Conference in Saskatoon. In each case a member has been appointed to the Specialist Committee under Roy Patterson, and is named below, to act as the organizer of these meetings:

**INDUSTRIAL, COMMERCIAL & INVESTMENT** — L. R. Mason, Toronto.

**PROPERTY MANAGEMENT** — D. S. Keast, Montreal.

**RESIDENTIAL** — L. K. Johnson, Winnipeg.

**LAND DEVELOPMENT** — S. M. Beckhuson, Edmonton.

**EXECUTIVE OFFICERS COUNCIL** — H. W. Follows.

There are no doubt other types of real estate that should have opportunities for individual discussion but, as these were the most desired as indicated in the replies to the questionnaire, they will be started this year and investigations made toward furthering the idea in 1960.

It was also decided that the Appraisal Institute of Canada be again approached to become an institute of

CAREB which would obviate any necessity to form an Appraisal Division within our Association.

Since last reporting to you we have been actively seeking amendment to Section 36 of the Veteran's Land Act and to all those across the country that are in business in constituencies represented by members of the Parliamentary Standing Committee on Veteran's Affairs go my thanks for the letters you wrote to those members. On June 1st Mr. Follows, as Executive Secretary, Mr. Fitzsimmons, the Chairman of your Ottawa Liaison Committee and myself presented a brief before the Parliamentary Standing Committee on Veteran's Affairs asking them to remove the stigma against an honorable profession that was contained in their Act. I can now advise that on the 2nd of June, 1959, the Standing Committee on Veterans' Affairs minutes read as follows:

*"3. Your Committee recommends that, in order to remove an area of discrimination, Bill C-59 should be amended by including a Clause to effect the repeal of Section 36 of the Veterans Land Act, and to assure that the powers necessary to protect the veterans' interests remain in Section 41 of the Act."*

In all these proceedings we were ably assisted by our counsel, Mr. Kenneth Binks of Ottawa. There of course, can be many slips between now and the end of June\* when Parliament adjourns. This is the furthest we have ever been able to get on this item, and, providing it is followed through in the final reading of the Bill, the stigma we have been endeavouring to eliminate for so many years, will be gone. This of course does not mean that the Director of the Veteran's Land Act has to deal with us, and in fact he can still arbitrarily refuse to become involved, especially since the Section 41 item mentioned in the minute above, is an item that gives the Director power through the Minister to make rules and regulations as he sees fit. We feel that we have been successful at last, and if it doesn't reach the House during this session, the Committee next year would undoubtedly be able to finish off the work.

\* See page 27 for results.

Since last reporting to you, Vice-President, Herb Fullerton, has spoken in Quebec City, Montreal and Nanaimo. Vice-President, Jim Lowden, has spoken in Timmins, North Bay, Sault Ste. Marie, Sudbury, Fort William, Port Arthur, North Battleford, Prince Albert, Saskatoon and Regina. And it has been my pleasure to speak to the Kootenay Board at Cranbrook and Creston, The Okanagan and Main Line Board at Kelowna; Victoria, The North Vancouver Island Board at Qualicum, Westminster County Board, Vancouver; the St. Catharines, Welland, Hamilton and Niagara Boards at St. Catharines; Toronto, Winnipeg, Brandon, Edmonton, Red Deer (Central Alberta Board), Calgary, Lethbridge and Medicine Hat at Medicine Hat, and Moose Jaw. In this process two more real estate boards have been formed. They are Medicine Hat and Moose Jaw.

More and more you are hearing about the CAREB convention at Saskatoon, September 20th to 23rd. Outstanding speakers have been lined up as you will realize from the bulletins being received. CAREB is going ahead! I suggest you not miss the opportunity to go ahead along with it. Be sure that you plan to get the newest ideas by attending the CAREB Convention this fall.

## REGISTRAR

W. J.  
Richardson



Roy B. Whitehead, Q.C., Superintendent of Insurance for the Province of Ontario, announces the appointment of W. J. Richardson as Registrar for Ontario.

Mr. Richardson was born in Northern Ireland. He came to Canada in 1928 where he finished his education in Montreal. He has been chief clerk of the Ontario Real Estate Department since March 1954. In 1957, he became Harold Tanton's assistant. When Mr. Tanton announced his retirement, effective May 31st, Mr. Richardson was appointed to fill the vacancy.



## editorial —

(Continued from page 3)

The arguments are all on their side. Anything minority groups could offer as criticism would fall like chaff by the wayside, if sufficient organization was formed.

It takes very little thought to determine the benefits of slum clearance to any community progressive enough to launch out upon a definite program.

Here are four good reasons:

- a. The average degenerated building is assessed quite low, tax-wise. Multiply this tax loss by several hundred buildings and your city finds itself losing several thousands yearly.
- b. Slum areas always show increased cost of services, i.e., fire and police protection.
- c. The inhabitants of these areas create expensive welfare problems. As one eminent sociologist puts it "In reviewing statistics compiled by our various welfare services, we note that the removal of our citizens from blighted, overcrowded and degenerative environments in which they are forced to exist; has indicated a definite reduction in crime, broken marriages and juvenile delinquency."
- d. As most blighted areas appear to cover midtown sites, these discourage erection of modern, high-density projects, either commercial or residential. No explanation is needed why investors prefer to build in downtown locations, but they are reluctant to do so, if blighted sections lie in close proximity to their proposed project, and no hope is given them that these areas will not remain in such condition for unreasonable lengths of time.

However, if the City Planning department can offer a timed master plan, indicating that certain areas are slated to be leveled, this would encourage redevelopment by private concerns, which in turn would increase the flow of tax monies into the Town coffers.

Let's place before you a hypothetical example: Let's level a piece of land now occupied by three 3-storey degenerated homes now paying collectively some \$800 annually in taxes.

Upon this site, conceivably, we can erect a modern 6-storey office building with 30,000 sq. ft. rental space. This would hand the city some \$15,000 yearly in taxes. This differential of \$14,000 multiplied by several like projects gives us an enlightening situation.

Any Realtor that has a voice in Municipal affairs should put his shoulder to the wheel. He should actively encourage a positive approach by all with whom he may come in contact. Only by these means can we assure ourselves of cities ranking in beauty with the best the world has to offer. And, at the same time, fill our city treasuries with enough monies to conduct projects of different nature, to the benefit of all its citizens.

## CONFERENCE BEST EVER

(Continued from page 15)

Some of the finest real estate speakers on this Continent will provide you with countless opportunities to further your knowledge of this great business. And the wives have not been forgotten, an excellent program has been lined up for them, so don't forget to bring her along so that she can see the vibrance of this growing profession and help you by gaining a sense of participation in our activities.

Certainly the good fellowship and many friends found at Conference time are beneficial to us all but keep in mind that with more and more knowledge of this business being needed in your day to day business, the speeches and panel discussions, the round tables that are always presented at a conference of this type will aid your income in the years to come. It will be a full program. There is much of our affairs to be decided. Saskatoon offers you a beautiful city and a fine convention hotel and I look forward personally to seeing you all there at the Canadian Association's major meeting of the year. A warm welcome awaits all Realtors at the 16th Annual Conference in Saskatoon this September.

D. H. Koyl.

## Ex R.C.M.P. To Police Developments

The B.C. Real Estate Council have hired a former R.C.M.P. Sergeant to assist in policing land promotions in the Province. R. T. Hockridge will work from the office of Council Secretary Irwin Davis.

His duties will be to screen applications for land development agent licenses.

## Fredericton Board Acclaimed By Press

Fredericton's real estate dealers are to be congratulated on the formation of the Fredericton Real Estate Board, says the Fredericton Gleaner. Another necessary step has been taken in the proper organization of the City's business and commercial life, essential in the ordered planning of its growth.

The Fredericton Real Estate Board will affiliate with provincial and national bodies, and will adopt codes and practices of national application.

Formed in the interests of the public, the Fredericton board is in a position to set standards of value in lands and buildings which will serve as a guide and protection to persons in both buying and selling transactions in Fredericton.

## NEVER, NEVER, RULES

1. Never talk fast to a slow thinker.
2. Never talk slow to a fast thinker.
3. Never fail to analyze a prospect's needs.
4. Never oversell a prospect.
5. Never attempt to sell a property without having first inspected it, and familiarized yourself with all of its good as well as its bad features.
6. Never misrepresent or exaggerate.
7. Never permit the accruing compensation to influence your judgment.
8. Never prejudice a prospect's needs or his requirements.
9. Never neglect the small customer. He may develop into one of your best clients.
10. Last, never fail to ask leading questions thus permitting a ready answer on the part of your prospect.

## EPILOGUE

Continued from page 20

Case, properly understood has (not) altered this rule."

Reference is again made to the September article in the Realtor where the opinion was expressed that the Peterkin decision did not apply to Appraisers: the admissible evidence has been given by the Hydro Official, not by the Appraiser. The Boland decision confirms this interpretation and clarifies the confusion.



# VETERAN'S LAND ACT BATTLE WON - KOYL

An important piece of legislation has been passed by the Federal Parliament and needs only to go through the Senate then obtain Royal assent. But because of the attention by CAREB it will have been detrimental to Canadian Realtors.

The contentious clause 36 of the new Bill C-50 of the Veteran's Land Act, formerly read as follows:

"(1) No person, firm or corporation is entitled to charge or to collect as agent or from any other person, firm or corporation any fee or commission or advance of price for services rendered in sale of any land made to the Director, whether for the finding or introducing of any buyer or otherwise. (A) No person, firm or corporation shall pay to any other person, firm or corporation, any such fee or commission or advance of price for any such services."

In January, President Don Koyl started the ball rolling to have this clause repealed. Working in haste, because the bill was to be introduced in the spring sessions, he contacted Mr. Harry Jones M.P. from Saskatoon, and presented the Real Estate Broker's point of view.

Mr. Koyl also contacted other parties, closely concerned with the abolishment of clause 36 in its present form.

In March, Kenneth Binks, an Ottawa lawyer was retained to prepare a brief on behalf of CAREB. This was finalized on June 1st and presented the same day to the Veteran's Affairs Committee.

Bill C-50 had already passed two readings, but was caught in time and rephrased.

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Broker Co-operation Invited

Due to the prompt action on the part of the President and colleagues whom he had gathered to fight this discriminatory action, Mr. Koyl was able to announce success in a telegram sent to CAREB headquarters June 23rd which read: "As of June twenty second Parliament removed the stigma placed on Canadian Realtors by the Veteran's Land Act stop Bill C-50 has now received third reading and removes all contentious clauses of section thirty-six."

As the reader can see, The Director of the Veteran's Land Act would not have been able to deal with Realtors, or any broker for that matter, had clause 36 been allowed to stand.

In Mr. Koyl's report he claimed that this highly discriminatory clause was entirely unfavourable to Real Estate Brokers, and that CAREB's Solicitor was unable to find any similar legislation in any other country in the world in which land settlement problems had occurred after any war, where such a stigma was included in any Land Act.

## French P.R.

(Continued from page 24)

Une conférence sur un plan national telle que la C.A.R.E.B. qui aura lieu à Saskatoon en septembre prochain devrait intéresser tous les vendeurs.

Il y aura, à cette convention, environ 600 délégués représentant 66 sociétés de l'Atlantique au Pacifique. Pensez-y, des centaines de vendeurs d'expérience, prêts à partager leurs connaissances, leur savoir et leurs expériences. Vous reviendrez au bureau mieux équipés et capables de faire un meilleur travail.

Une conférence de ce genre donne aux vendeurs d'immeubles un sang nouveau, elle chasse les mauvaises habitudes et vous sort de votre milieu. Vous rencontrez des gens des autres coins, du pays. Vos horizons seront élargis et vous saurez apprécier votre carrière davantage. Ceci est de prime importance au vendeur qui travaille seul d'une façon plutôt isolée. Il n'a pas l'occasion de partager ses idées aussi facilement qu'il le voudrait.

A ces conventions vous pouvez rencontrer vos compétiteurs sur un pied d'égalité, au milieu d'une atmosphère de jovialité et de coopération. Aussi ne faut-il pas oublier que les amis que vous vous acquérez pourront vous rendre un grand service en affaires; surtout à cette époque de déménagements rapides et fréquents.

L'aspect le plus important de ces conventions est en effet côté éducatif. Allez-y avec l'intention de vous instruire. Prenez des notes. Ne laissez rien passer.

Il ne faudrait pas oublier que l'immeuble n'aurait jamais atteint la réputation dont il jouit aujourd'hui si ses membres n'avaient pas participé à ses conventions, si son comité de relations extérieures n'avait pas fait savoir au public et aux responsables du gouvernement, l'oeuvre importante que nous tâchons d'accomplir.

Votre organisation, et vos conventions vous sont des instruments de succès. Sachez vous en servir d'une façon intelligente et continue. Venez nombreux au congrès de Saskatoon cette année.

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## 27 PRESENTED WITH PLAQUES

Mr. Donald H. Koyl of Saskatoon, President of CAREB, addressed more than 220 Calgary agents and salesmen at the regular monthly meeting of the Association held at the Palliser Hotel, Friday, May 22nd. He gave an excellent summary of the real estate picture in Canada and stressed the importance of a strong local real estate organization.

Mr. Koyl was introduced to the Calgary members by the immediate past President, M. J. I. England, and thanked by 1st Vice-President V. L. Hawkes, who presented Mr. Koyl with the traditional Calgary white stetson.

Following Mr. Koyl's address, the Executive Secretary of the Calgary Board, Mr. W. Frank Johns, outlined briefly the history of the Calgary Board and then introduced to Mr. Koyl 27 members of the Association who had held continuous membership for ten years or more. Mr. Koyl presented each of the 27 agents and salesmen with suitably engraved plaques.

## CALGARY

Calgary's monthly bulletin lists a few tips for selling. The 4-page pamphlet is published regularly by the Calgary Real Estate Board, it is an excellent liaison medium between members. Here are the tips:

### THE ART OF SELLING

One of the cardinal principles in the art of selling is persistence. In selling real estate we should be quite certain not to give up too soon. A recent survey shows that 90 percent of all real estate sales are made after the FIFTH call. How many salesmen make that many calls? Well, listen

to the survey. About half—48 percent of the salesmen make one call and quit; 25 percent of the salesmen make two calls and stop; 17 percent make three calls and stop. And 10 percent of the salesmen KEEP on calling and make 80 percent of the sales.

## MONTREAL

"Montreal's huge Place Ville Marie Development probably sets new high standards for construction headquarters luxury anywhere" quotes the Canadian Builder. The Magazine notes that the cost of the 2-story high "shack" which overhangs Dorchester street, is \$60,000.

The single (block-long) headquarters contains a luxurious "sound-proofed" conference room, posh office for construction chief (quality on par with a bank president's), numerous other offices and a switch board with direct line to New York.

The \$65 million development controlled by Webb & Knapp (Canada) Ltd. faces the Queen Elizabeth Hotel. Being constructed for the Canadian National Railways, it will soar 42 stories in "cruciformed" aluminum and glass.

## NEWFOUNDLAND

announced intention of suing the Crown through its agency the Central Mortgage and Housing Corporation. The Province's Attorney-General Leslie Curtis hopes to prove CMHC improperly kept control of 192 units from the St. John's Authority, contrary to a 1956 agreement.

An interested observer will note that political overtones have created the furor, prior to the decision to launch the suit.

## REQUEST

Board Secretaries are requested to aid the editor by sending in material of board events, pictures etc. for this page PLUS sales ideas, copies of interesting speeches etc. for general consumption.

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## C.I.R. Scholarship

In April, while at the British Columbia Association's convention — Harrison Hot Springs, Don Koyl, President of CAREB, read a telegram to the delegates from Roy Patterson, Chairman of the Bursary Committee, Canadian Institute of Realtors.

It read, in part: "... Please advise annual meeting to report of decision of Bursary Committee that first scholarship of Canadian Association Real Estate Boards for 1959-1960 term, being reserved for qualifying students of the University of B.C. to mark this memorable achievement (the B.C. Association Real Estate Board's endowment of a Chair at the University of B.C. (see November 1958 Realtor)).

Thus, through the President and Roy Patterson jointly, this momentous news first broke.

This timely presentation was the culmination of much work. The idea of awarding a scholarship was first discussed at the 1957 CAREB Conference in Halifax. At that time it was decided to build up a fund which could be used to award scholarships to needy students, who have maintained high scholastic standings.

In order that the tremendous gift by the B.C. Association of Real Estate Boards to the University of B.C. for the endowment of a Chair in Real Estate be suitably acknowledged, the Canadian Institute of Realtors felt it proper to launch their scholarship at that University.

Henceforth, after the 1959-60 semester, all Canadian Universities can include this scholarship in their yearly calendar, and each has been so notified.

Although it is not absolutely necessary for a deserving student to be taking certain courses at recognized Universities or colleges, students taking an Commerce, Finance or business administration will be considered first.

## Scholarship Information

<b>FIELD OF STUDY:</b>	Students who have completed either the first or second year of any degree course. Preference given to the faculties of Commerce & Finance, and Business Administration.
<b>VALUE:</b>	\$300-\$500
<b>NUMBER:</b>	Minimum of two yearly
<b>DURATION:</b>	One year only
<b>CONDITIONS:</b>	Available to students who are citizens of Canada, and who have high scholastic ability but limited financial resources.
<b>WHERE TENABLE:</b>	Any Canadian University or affiliated college.
<b>APPLY:</b>	The Executive Secretary, The Canadian Institute of Realtors 109 Merton Street, Toronto 7, Ont.
<b>AWARDING AGENCY:</b>	The Canadian Association Real Estate Boards

(NOTE: The above conditions occur only after the 1959-60 semester)

## WESTERN BELLE



We don't know how Archie Proctor, President of Cariboo Trail Realty Limited swung it, but he managed to snaffle one of the prettiest girls on the west coast to become Manageress of their New Westminster Office. Mrs. Eileen Campbell who formerly ran her own "Demonstrator Bureau" is now a Real Estate practitioner. At her former work she instructed ladies in the arts of demonstrating home appliances, cooking equipment etc.

Mrs. Campbell will also be Secretary-Treasurer of 2 other companies involved in the Cariboo Trail Realities Ltd.

### LETTERS TO EDITOR—

Dear Sir:

We were very interested in an item appearing in your May, 1959, issue, titled "Flying Realtors", particularly as it followed so closely after an episode involving one of our sales staff.

One of our star salesmen, Cec MacManus, had a client who was ready to close a deal for a house. The only time Mr. MacManus and his client, who is a flying instructor with our local flying club, could get together to complete the sale was in the course of a flying lesson which Mr. MacManus was taking from his client. As a result of this, the agreement to purchase was signed as they were flying over the house in question at an altitude of 1,200 ft., with our salesman at the controls, and his client acting as instructor.

We believe this is interesting, and might serve as a news item from the Maritime Provinces.

Yours very truly,  
W. J. Kirby, General Manager,  
TAYLOR & STEEVES LIMITED,  
1111 Main Street, Moncton, N.B.

# PERSON TO PERSON



## Canadian Association Real Estate Boards

16th Annual Conference  
Saskatoon, September 20th - 24th

### communications

... notice Melton Real Estate of Edmonton have a little 'house Organ' type booklet which serves their inter-branch-office needs. Gives each Melton sales member ideas on sales promotions, current trends in marketing etc.

Out of Ottawa comes a pamphlet entitled "Comments". This 4-page promotional newsletter is published by Rhodes Real Estate Ltd. of that City. It is circulated amongst a selected clientele ... offers techniques, trends, a few statistics that would undoubtedly be of interest to those, towards whom it is beamed ...

### clergy takes to air

... Archbishop Ven. W. J. Gilling, who has the task of directing the Anglican Church expansion program in Toronto, was offered the use of a helicopter by A. E. LePage, Toronto Realtor, whose firm handles the Church's Real Estate problems. Armed with maps, data, and camera, the Archbishop spent over 2 hours cruising over Metro Toronto ...

### trouble free photography

... Norm Etheridge, one of the six staff photographers for the Toronto Real Estate Board co-op listing service, recently received a gold watch and certificate from the Volkswagen people because he drove his Volks 60,000 miles without buying tires, touching the motor or any other out-of-the-way expense. We'd probably buy one too if the vehicle didn't look like someone had stepped on a cake of soap ...

### tom cat for sale

... the Canadian Press states that a Halifax real estate firm has offered for sale "the ugliest, fightingest tomcat that has been imported from Cape Breton Island in many a year." The price: \$12,800; bonus: the firm will throw in a 10-room house." ...

### fulltime Land Buyer.

... instead of hiring land purchasers on a per diem basis, Chinguacousy Township (Ont.) has hired a fulltime land purchaser. Fred Dickson of Clarkson commenced his duties June 1st ...

### Canadian Philosophy

... note a classified Ad in the Colorado Realtor pamphlet inserted by a lady Ph.D. who wishes an "inexpensive wooded land in mountains to build a cabin to spend summer vacations." The lady wants seclusion, altitude, timber and water.

Outside of the aesthetic qualities of altitude we can think of no better place than Northern Canada for philosophizing. Come North, young lady ... come north ...

### up and up

... conservation Authorities' statistics indicate Metropolitan Toronto has 1,429,207 people living in 240 sq. miles. In the five townships surrounding, there is 475 sq. miles involved, with approximately 150,000 inhabitants. Yet, to give you an idea how strong the predictions are that Metro Toronto is slated for another million increase within 20 years, speculators are paying prices ranging

from \$2,000 an acre for parcels of large 30 miles from downtown Toronto. In Toronto, lots are selling from \$5,000 to as high as \$25,000 (Kingsway district in West Toronto). Even 20 miles or more away, the average minimum is \$4,200 for serviced lots, 50' frontage.

Undeveloped "acreages" still left in Metro Toronto, which cannot be serviced for five years or more, are marketing at to \$6,000 an acre ...

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Nanaimo Realty Block.
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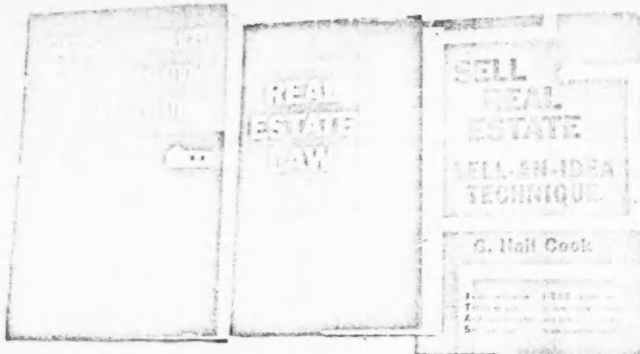
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11	The Appraisal Process	Schmutz	6.00
12	Condemnation Appraisal Handbook	Schmutz	7.00
13	Appraisal of Real Estate	A.I.R.E.A.	9.50
14	Appraisal Terminology & Handbook	A.I.R.E.A.	6.00
15	Estimating Building Costs	Dingman	6.00
16	Farm Appraisal	Murray	5.50
17	How to Value Real Estate	Teckemeyer	5.50
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78	How to Sell Real Estate by the Sell-An-Idea Technique	Cook	6.00
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Canadian Association Real Estate Boards  
109 Merton Street, Toronto 7

Prices shown include postage

## **The Tankoos Yarmon Ltd. position in all realty transactions**

Tankoos Yarmon Ltd. does not act as a real estate agent in any realty transaction. To emphasize this position, we have relinquished our active membership in all Canadian realty associations. In future, our connections will be maintained with these groups as associate members.

Acting as principals, we will buy sound, income-producing real estate anywhere in Canada. Our preference is for larger properties among the following:

Sale and Leaseback transactions with major tenants are of special interest to us, particularly where sums in excess of \$1,000,000 are involved. We are prepared to plan, develop and build such properties for qualified tenants as well as purchase existing facilities.

Office Buildings: centrally located, major office buildings, either single tenancy or multiple occupancy.

Retail Store Properties: 100% retail locations on any "main street," or other retail properties if under long-term lease to national tenants.

Shopping Centers: any shopping center containing at least 50% AAA-1 tenants.

Industrial Buildings: properties under long-term lease to financially strong tenants.

Apartment Houses: well-located properties containing a minimum of 100 suites.

We invite offerings from members of local real estate boards with the assurance that their commission position will be fully protected.

### **Tankoos Yarmon Ltd.**

320 Bay Street, Toronto  
Empire 3-5086